



The World's First  
Open Source  
**Industrial  
Installed Base  
Playbook**

2023



**We have helped multiple Industrial OEMs with  
the tricks and trades using this Playbook crafted  
specifically for you!!**

# Create a **Recurring Revenue** stream for annual preventive maintenance kits

*Here's how Entytle aggregates scattered data and converts it into intuitive, intelligent format using algorithms designed for Industrial OEMs*

## OEMs, you'd be interested if...

- If you want to sell annual Predictive Maintenance kits at a discounted price to targeted equipment owners
- If you also want to increase order size and ensure your customers were replacing other necessary parts at the same time thereby reducing client's shopping around for commercial parts
- If you can provide a recurring revenue stream for annual maintenance



## How Entytle helps in this scenario?

- Entytle breaks opportunities out by equipment type, Business Unit and age is important for proper targeting
- Entytle sets up recurring process for pipeline refreshes as that's important for continued focus
- Preventive Maintenance kits can be a source of annual recurring revenue for OEM

## How can this executed by Entytle with your help?

- Entytle can create opportunities by segmenting install base to target specific equipment; create quarterly refresh of pipelines to target new customers and re-sell annually
- You, the OEM, can market new PM Kits via marketing campaigns, direct emails, calls and offerings during inbound calls

## What roles should be involved in the process?

- Product management- to help create kits for machines
- Sales team- to strategize on how to sell kits; help create kits
- Aftermarket manager- to coordinate selling and creation process

# Upgrade Hunting Lists to drive Sales Force and engage aftermarket

*Here's how Entytle aggregates scattered data and converts it into intuitive, intelligent format using algorithms designed for Industrial OEMs*

## OEMs, you'd be interested if...

- If you want to drive sales force to be more proactive and engage aftermarket, need to provide very tactical direction, in form of hunting lists
- If your initial focus is on upgrades as these are larger value projects and if you want to ensure you don't miss your entitlement



### How Entytle helps in this scenario?

- Entytle focuses on top equipment, identifies proxy part to give high-confidence as to whether upgrade had been performed or not
- Entytle offers a very simple list for view in Dashboard and then convert to pipelines to assign to Sales reps

### How can this executed by Entytle with your help?

- The OEM can provide equipment models to target, criteria for upgrade (number of years installed), proxy parts that can be sold if upgrade is performed (specific chain part numbers)
- Entytle can create logic to create lists of upgraded targets that haven't bought upgrade-proxy part and segment lists by year for when and how to engage (for immediate sale or next year budgeting).



### Who was involved and what was their role?

- VP Lifecycle Sales - to direct as to which strategic area to go, major equipment types to focus on
- Direct Sales Enablement - to provide logic based on the life cycle of the equipment

# Boost your Installed base selling by using Predictive Part

## Opportunities

*Here's how Entytle aggregates scattered data and converts it into intuitive, intelligent format using algorithms designed for Industrial OEMs*

### OEMs, you'd be interested if...

- If you want to drive parts purchase for your customers using AI capabilities by providing part predictions by machines
- If you have end customers having a large number of machines at a single location which might use the same parts
- If your current focus is on modernization and upgrades via hunting lists and campaigns but you do not have any current intelligence to predict the customer's needs



### How Entytle helps in this scenario?

- Entytle sets the expectation on complexity of Bill Of Materials and prediction level is discussed and set early on in the project
- Data Science team and Solutions team automation efforts around this process is in progress

### How can this be executed by Entytle with your help?

- Customer provided inputs on which part categories were important to create predictions
- Customer provided multi-level BOM data which had to be translated by the Entytle team to identify high level assembly groups
- Entytle team tied out predicted parts to machine serial number based on BOM and transaction history for the past 5 years

### Who was involved and what was their role?

- Regional Head of Customer Service, Head of Sales Coordination/ Service - to help identify the level of detail for predicted opportunities and selection of part categories, and evaluation of opportunities



A quick request..

We look forward to your contribution to refine  
and enhance this playbook!

You could make your submissions on the  
following link -

[The Open Source  
Industrial Installed Base Playbook](#)





Thank you !!